

Abstract:

The invention relates to a method for selling confectionery, where the confectionery is combined with a package and is combined with information chosen among news, entertainment and advertising, in which package the confectionery is contained and on which package the information is provided, and where said package is provided with at least one outer surface and at least one inner surface (401, 402) , the at least one outer surface of said package at least comprising information relating to the confectionery in the package and a substantial part of the inner surface (401, 402) of said package at least comprising further information () not relating to the confectionery, where the further information not related to the confectionery may vary among a number of packages, and where the combination of the confectionery and the package and the information is being purchased, the package is closed so that the inner surface is not visually accessible,